

IN THE CLAIMS:

This listing replaces all previous listing of the claims.

1. (CANCELLED)

2. (CANCELLED)

3. (CURRENTLY AMENDED) An electronic Process which allows printable coupons to be provided online through a Website for fundraising by a Cause, said Cause being one of a non-profit organization, a charity organization, or a school, the process comprising the steps of:

displaying by the Website, to a Supporter, incentives for consumer goods of Sponsors identified for a selected Cause;

printing receiving a selection from said Supporter, at the Website, to print a selected coupon, wherein a printed coupon is printed with a household ID number of a selected incentive, selected by said Supporter;

identifying by the Website the selected Cause via the household ID number associated with said printed coupon; [[and,]]

storing the identified selected Cause and information related to said printed coupon in a database; and,

generating a revenue share shared with the selected Cause and the Website, after redemption of said printed coupon wherein that portion of the revenue share generated for the selected Cause is fundraising revenue.

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4. (CURRENTLY AMENDED) The process according to Claim 3, further comprising wherein the storing step comprises the steps of:

logging storing into [[a]] the database the household ID number of the printed coupon; and,

identifying in the database the Supporter, the selected Cause and a Sponsor of the printed coupon.

5. (PREVIOUSLY PRESENTED) The process according to Claim 4, further comprising the step of:

tracking redemption activity of said printed coupon via said household ID number with respect to the Supporter, the selected Cause and the Sponsor

wherein the step of generating the revenue share is in response to the redemption activity tracking.

6. (PREVIOUSLY PRESENTED) The process according to Claim 3, further comprising the step of:

prior to the generating step, redeeming the printed coupon.

7. (CURRENTLY AMENDED) The process according to Claim 6, wherein the redeeming step includes:

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processing the coupon by a redemption facility wherein said redemption facility process includes:

receiving from a retailer the redeemed coupon;
identifying [[the]] a Sponsor associated the redeemed coupon; and,
generating duplicate redemption files, wherein a first redemption file is for the Sponsor and a second redemption file is for the Website.

8. (PREVIOUSLY PRESENTED) The process according to Claim 7, further comprising the step of:

sending redemption reimbursement from the Sponsor for the redemption facility.

9. (CURRENTLY AMENDED) The process according to Claim 3, further comprising:

maintaining in [[a]] the database the information and reporting regarding all departments, incentives or remuneration, links, Supporter accounts and redemption information on the printed coupons.

10. (PREVIOUSLY PRESENTED) The process in accordance with Claim 3, wherein the household ID number is part of a UCC/EAN extended 128 barcode.

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11. (CURRENTLY AMENDED) The process according to Claim 9, wherein the printed coupon is printed with printing step includes:

~~printing on said coupon~~ said UCC/EAN extended 128 barcode and information related to a Sponsor's Brand name; an item name; a value of the coupon; disclaimers and modifiers for the coupon; the origin of the coupon by zip code; and product images.

12. (CURRENTLY AMENDED) The process according to Claim 3, further comprising the step of:

receiving, from [[the]] a Sponsor, redemption revenue reimbursement for the Website.

13. (CURRENTLY AMENDED) An electronic Process which allows printable coupons to be provided online through a Website for fundraising by Causes, each Cause being one of a non-profit organization, a charity organization, or a school, the process comprising the steps of:

- (a) displaying online by the Website, to a Supporter, printable coupons for consumer goods of Sponsors identified for a selected Cause;
- (b) receiving a selection from said Supporter, at the Website, to print printing, by said Supporter while online, at least one selected printable coupon with an indigenous tracking code having a household ID number;
- (c) storing the selected Cause and information related to said printed coupon in a database; and

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[(c)] (d) tracking redemption activity of the printed coupon to identify the selected Cause via the household ID number;

[(d)] (e) in response to step [(c)] (d), generating a revenue share shared with the selected Cause and the Website wherein that portion of the revenue share generated for the selected Cause is fundraising revenue; and,

[(e)] (f) repeating steps (a) –(e)[(d)] for a plurality of Supporters.

14. (CURRENTLY AMENDED) The process according to Claim 13, further comprising wherein the storing step comprises the steps of:

[(f)] (g) logging storing into [[a]] the database the household ID number of said indigenous tracking code of the printed coupon; and,

[(g)] (h) identifying in the database the Supporter, the selected Cause and [[the]] a Sponsor of the printed coupon.

15. (CURRENTLY AMENDED) The process according to Claim 14, wherein the step [(c)] (d) comprises the step of:

[(c1)] tracking via said household ID number with respect to the Supporter, the selected Cause and [[the]] a Sponsor.

16. (CURRENTLY AMENDED) The process according to Claim 15, further comprising the step of:

[[(f)]] (g) prior to the tracking step, redeeming the printed coupon.

17. (CURRENTLY AMENDED) The process according to Claim 16, wherein the redeeming step [[(f)]] (g) includes:

[[(f1)]] processing the coupon by a redemption facility wherein said redemption facility process includes:

- (i) receiving from a retailer the redeemed coupon;
- (ii) identifying the Sponsor associated the redeemed coupon; and,
- (iii) generating duplicate redemption files, wherein a first redemption file is for the Sponsor and a second redemption file is for the Website.

18. (CURRENTLY AMENDED) The process according to Claim 13, further comprising:

maintaining in [[a]] the database the information and reporting regarding all departments, incentives or remuneration, links, Supporter accounts and redemption information on the printed coupons.

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19. (PREVIOUSLY PRESENTED) The process in accordance with Claim 13, wherein said indigenous tracking code is a UCC/EAN extended 128 barcode.

20. (CURRENTLY AMENDED) The process according to Claim 19, wherein the printing step includes:

printing on said printed coupon includes said UCC/EAN extended 128 barcode and information related to a Sponsor's Brand; an item name; a value of the coupon; disclaimers and modifiers for the coupon; the origin of the coupon by zip code; and product images.

21. (CURRENTLY AMENDED) The process according to Claim 13, further comprising the step of:

[(f)] (g) repeating steps (a)-(f) [(e)] for said Causes.

22. (CURRENTLY AMENDED) The process according to Claim 13, further comprising the step of:

receiving, from [[the]] a Sponsor, redemption revenue reimbursement for the Website.

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